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FOR IMMEDIATE RELEASE

Atalanta Corporation Partners with Real Greek Artisan®

Elizabeth, NJ - Real Greek Artisan®, a leading Greek Feta cheese and specialty food line, will be featured at the Summer Fancy Food show on June 28-30, 2015, in New York City at Atalanta Corporation's booth #2540. With the support of the European Commission to protect products of designated origins, Real Greek Feta was reintroduced to the market with PDO and PGI labels in 2002. Real Greek Artisan® aims to educate the consumer on Greece's culinary history and promote true Greek products and ingredients.

Greece holds a centuries-old cultivation tradition and is the leader in the world market offering the authentic, healthy foods that comprise the Mediterranean diet. Atalanta will partner exclusively with Real Greek Artisan® line in the United States, which includes Feta cheese, Kalamata Olives and Olive Oil. With the combination of existing distribution and new business being developed through Atalanta, the company anticipates further growth in brand awareness, sales and Greek product education.

John Rodger, Atalanta's Vice President of Cheese and Specialty Deli Division comments, "We are thrilled to be representing the Real Greek Artisan® brand and working with their premium product line. It is important that the trade and the consumer know that these are quality foods in very attractive packaging that will give focus to another authentic, traditional category."

Atalanta's launch of the Real Greek Artisan® line will coincide with an advertising campaign in trade and consumer publications to promote the line.

Atalanta is the exclusive importer of Real Greek Artisan® Feta cheese and the Real Greek Artisan® specialty food line. For more on these items, please visit booth #2540 at the Summer Fancy Food Show June 28-30 (Jacob Javits Center – New York, NY). Online information may be found at www.atalantacorp.com or www.realgreekartisan.gr.



real greek
FETA 

LEFT: Real Greek Feta® 4.4 Lb
RIGHT: Real Greek Feta® Salad Dip.

